Annual Report 1985-1986

Alberta
Tourism

DEPARTMENT OF
TOURISM

Annual Report
April 1, 1985 to
March 31, 1986

Communications Branch 8411-600

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Produced by the Communications Branch,
Alberta Tourism
10025 Jasper Avenue, Edmonton, Alberta T5J 3Z3

Alberta
MINISTER OF TOURISM

Office of the Minister

418 Legislature Building, Edmonton, Alberta, Canada T5K 2B6 403/427-3162

The Honourable Dr. David J. Carter
Speaker of the Legislative Assembly of Alberta
325 Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Dr. Carter:

I have the honour to submit the Annual Report for the Department of Tourism for the year ending March 31, 1986.

Respectfully submitted,

LeRoy Fjordbotten
MINISTER OF TOURISM

Alberta
TOURISM

Office of the Deputy Minister

18th Floor, 10025 Jasper Avenue, Edmonton, Alberta, Canada T5J 3Z3 Telex 037-3651 403/427-4368

The Honourable LeRoy Fjordbotten
Minister of Tourism
418 Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Sir:

I have the honour to submit a report covering activities of the Department of Tourism for the fiscal year ending March 31, 1986, as required under Section 35.1 of the Legislative Assembly Act.

Respectfully submitted,

Bernard F. Campbell
DEPUTY MINISTER
DEPARTMENT OF TOURISM

OBJECTIVES OF THE DEPARTMENT

The Department of Tourism was established on February 6, 1986. Prior to this date, the department's services fell within the purview of the Department of Tourism and Small Business.

During the 1985-86 fiscal year, services of the Department of Tourism provided continuing support to one of Alberta's most significant business sectors.

The major objective of the department is to plan, promote and develop the travel industry in Alberta. In keeping with the department's mandate to act as a catalyst to stimulate economic diversification and growth in the private sector, administrators and specialists in tourism marketing and development co-operated with tourism partners to increase travel to — and within — the province.

EXECUTIVES OF THE DEPARTMENT*

Minister	Hon. Horst A. Schmid
Deputy Minister (acting)	Donald A. Hayes

TOURISM DIVISION

Assistant Deputy Minister	Donald A. Hayes

Marketing Branch

Executive Director	James L. Engel
Director, Leisure Travel	J. Barry Salter
Director, Business Travel	Douglas E. Lane
Director, Marketing Services	Kenneth C. Sears
Director, Special Projects	Donald W. Smithson

Development Branch

Executive Director	William W. Warren
Director, Development Services	Bruce D. Wilson
Director, Market Development	Vacant
Director, Industry Relations & Training	John D. Lindblad
Director, Canada/Alberta Tourism Agreement	E. Neil Taylor

ADMINISTRATION DIVISION

Executive Director, Administration	Peter C. Crerar
Director, Financial Services	Robert Turner
Director, Personnel Services	Gerrit Halbersma
Director, Systems and Computing	Colin Sparrow-Clarke
Director, Communications	Vacant

*on March 31, 1986

TOURISM DIVISION

TOURISM DIVISION

MARKETING BRANCH

The role of the Marketing Branch is to assist the private sector in maximizing tourism industry business opportunities.

Marketing activities are designed to match market demand with the potential supply of destination / activity products.

The branch is divided into four sections:

- Leisure Travel
- Business Travel
- Marketing Services
- Special Projects

LEISURE TRAVEL

During the fiscal year, emphasis was placed on expanding shoulder season (Spring and Autumn) and Winter occupancy ratios, and on increasing business in the specific areas of general touring, skiing, and adventure products. A new marketing initiative focussed on creating consumer awareness of the province, as opposed to product-specific awareness.

Tourism Revenues

Statistics for 1985-86 indicate an overall annual increase of approximately 5.5 per cent from $2.0 to $2.1 billion. Estimates show that 48 per cent of total travel industry receipts were generated by Albertans. Out-of-province Canadians accounted for 36 per cent; U.S. visitors - 12 per cent; travellers from overseas - four per cent.

Literature and Film Production

In addition to established literature production and dissemination, 1985-86 saw the development of a special Expo 86 edition of the *Group Tour Manual*. The *Event Full Alberta* tabloid, the *Alberta Winter Activities Guide* and the *Alberta Adventure Guide* continued to be produced. An audio-visual presentation was developed for use in Travel Information Centres (TICs).

Familiarization Tours

More than 65 Alberta tours were conducted. Increased emphasis was placed on media participation from the United States, Eastern Canada, and overseas markets.

Travel Trade Conferences

Attended in 1985-86:

- Rendez-Vous Canada
- Alliance of Canadian Travel Agents (ACTA)
- American Bus Association (ABA)
- National Tour Brokers Association (NTBA)
- Big Ski Canada; Japan

Consumer Trade Shows

Leisure Travel participated in major consumer shows in Toronto, Minneapolis, Los Angeles, Dallas, Chicago, San Francisco, Munich, and Hamburg with excellent results.

Advertising

"Surprise, It's Alberta!" was the new theme adopted in January 1986 for an expanded advertising campaign. This theme was incorporated into magazine, transit shelter, radio and billboard advertising campaigns in California, Texas, the Pacific Northwest, Ontario and neighbouring provinces. Winter vacation opportunities were covered under the banner of *"Ski Alberta"* and focussed on downhill and cross-country skiing opportunities through the use of television, daily newspapers, radio, transit shelters, and magazines. To encourage stop-over traffic to and from Expo 86, Travel Alberta ran advertising programs in three separate markets including a cooperative campaign — with the provinces of Saskatchewan and Manitoba — aimed at Ontario residents.

Alberta House, London, England

Alberta House continued to promote Alberta in the priority markets of Britain, the Netherlands and West Germany. In addition to annual participation in travel trade shows such as the International Tourism Exchange in Berlin and the World Travel Mart in London, Travel Alberta, as a part of the Canada West Consortium, launched a special European advertising campaign.

Special Projects

Working in partnership with private businesses, Tavel Alberta held a successful seven-city consumer awareness tour in Eastern Canada to promote Alberta skiing. In addition, a special consumer awareness promotion was held in the San Francisco and Los Angeles areas.

BUSINESS TRAVEL

The Business Travel Section is responsible for promoting Alberta as a place for conventions. Working in partnership with the private sector, the section secures conferences, congresses, meetings and conventions for Alberta venues and convention facilities. In addition, the section is responsible for developing and implementing programs to influence incentive travel, industrial tours, and special interest tours.

Marketing Strategies

Marketing strategies were developed in relation to priority target markets. Programs were implemented for meetings/incentive travel in the principal market areas of Canada, the United States, and Europe.

Special Programs

The *Alberta Meetings Market Survey* was conducted to examine ways of compiling information on the nature of meetings and conventions in Alberta and their significance to the provincial economy. The study was sponsored by a consortium consisting of Travel Alberta, the Calgary Tourism and Convention Bureau, The Edmonton Convention and Tourism Authority, The Edmonton Convention Centre and the Calgary Convention Centre.

An experimental data bank was established to provide an accurate source of information for the meetings industry of Alberta. Almost 2,000 meeting and convention leads were researched and recorded for future reference.

Site Inspection Program

Numerous site visits and inspections were carried out in conjunction with private sector partners to showcase Alberta as a potential meetings and conventions venue. Association executives, corporate meeting planners, and incentive buyers from key target markets in Canada, the United States, and overseas were invited to visit the province.

Special Promotions

Two major European promotions, headed by the Business Travel marketing team, were undertaken in 1985-86. These promotions were directed at international associations and incentive travel group planners markets.

Additionally, major cooperative marketing and sales thrusts were designed for the main United States meetings and convention markets of Washington, D.C., Dallas, Chicago, New York, and California. These international marketing efforts, in conjunction with representation from the Alberta travel industry, formed an integral part of the Business Travel Program.

In-Office Counselling

Business Travel continued to administer a variety of programs to assist meeting planners and local committees. Staff provided assistance in all aspects of the meetings and conventions business, including promoting attendance at conferences through mailing programs to stimulate delegate attendance, and assisting groups bidding for conferences.

Advertising

The Business Travel section continued an aggressive advertising campaign directed towards key target markets. Of special note was a 20-page supplement published in the *Conferences & Exhibitions Magazine* aimed at United Kingdom and European meeting and congress planners.

MARKETING SERVICES

The Marketing Services Section provides travel and vacation counselling, information services and distribution and mail-handling for tourism-related material. It also maintains reference material and publications, and serves as a information source.

Literature Review

A review of all literature was undertaken to determine whether the information needs of visitors planning an Alberta vacation were being met. As a result of the review, changes were made to the literature plan for the next two years, including modifications to some existing brochures, elimination of others, and the development of a comprehensive Vacation Planner.

Literature Distribution

During the 1985-86 fiscal year, the section handled some 300 different types of literature and distributed more than three million pieces of literature promoting travel in Alberta. Distribution included:

- 1,000,000 Road Maps
- 670,000 Accommodation Guides
- 580,000 Alberta Touring Guides
- 50,000 Events Calendars
- 97,000 Discovery Guides
- 105,000 Winter Activities Guides
- 260,000 Adventure Guides
- 93,000 Event-Full Alberta

Enquiry Services

Permanent and seasonal counsellors responded to more than 170,000 mail, telephone, and visitor enquiries.

Special Programs

In cooperation with 40 radio and television stations, counsellors provided information and public service broadcasts on campgrounds, ski conditions, snow reports, and Alberta events and attractions.

Travel Information Centres

Nineteen Travel Information Centres (TICs) employed four permanent and 69 seasonal staff. The centres provided services to approximately one-half million visitors during the fiscal year.

SPECIAL PROJECTS

Tourism is a two-billion-dollar industry in the province of Alberta. Approximately one-half of this figure is generated from residents travelling within their own province.

To further enhance this market's contribution to the Alberta economy, Travel Alberta, with the support of the Tourism Industry Association of Alberta, developed a two-year in-province marketing promotion entitled *"Take An Alberta Break"*.

DEVELOPMENT BRANCH

The Development Branch is organized to assist the private sector in the planning, upgrading, and expansion of Alberta's tourism industry through a number of program support areas.

Support is provided through facility and product development counselling, regional tourism planning, industry training, and market development and research.

The branch is divided into four sections:

- Development Services
- Market Development
- Industry Relations and Training
- Canada/Alberta Tourism Agreement

DEVELOPMENT SERVICES

Development services section includes three program areas:

- Planning Unit
- Facility Unit
- Product Development Unit

PLANNING UNIT

Counselling was provided to 25 communities interested in improving and increasing tourism. Eleven communities were assisted with the preparation of Tourism Action Plans.

The Planning Unit was very active in the Integrated Resource Planning Program. Presentations were made at workshops and conferences, and a major coordinating role was played in the Community Tourism Development Conference in Jasper.

Special Projects

During the 1985-86 fiscal year, the Planning Unit conducted the Lakeland Tourism Destination Area Study for Tourist Zone 6 which included an inventory and assessment of tourism resources in the area.

FACILITY UNIT

The Facility Unit consists of three primary elements: Approved Accommodation, Facility Development and Special Projects

Approved Accommodation

During 1985-86 accommodation inspectors responded to more than 1,000 voluntary requests for inspections of facilities such as hotels, motels, campgrounds, trailer parks, guest ranches, farm vacation sites, and fishing lodges. Counselling services relating to operational and development plans were also provided.

Facility Development

Counselling was provided to a number of established and prospective operators expanding existing facilities or attractions, or planning new ones. Projects included service-oriented developments such as campgrounds, service-centre developments, and multi-season resort complexes — as well as recreation-oriented developments such as ski areas, water slides, and commercial caving opportunities.

PRODUCT DEVELOPMENT UNIT

The unit counselled and assisted more than 150 prospective tourism operators. Seven new adventure operations were provided marketing assistance. These operations included a fly-in fishing lodge, guest ranches, country vacation operators, and guided Bow River fly-fishing services.

In addition, development assistance was provided to people interested in establishing snowmobiling, wildlife and nature observation trips, and river boat and river houseboat trip operations.

MARKET DEVELOPMENT

The Market Development Section has two prime areas of responsibility:

Market and Industry Analysis

This unit is involved in analyzing the tourism marketplace as well as monitoring and forecasting the performance of the industry by measuring the volume, growth, value, prospects and characteristics of tourism in Alberta.

New Market Development

This unit is responsible for identifying new markets and developing basic planning and strategic frameworks for improved market penetration.

Special Projects

Special projects undertaken by the Market Development Section during the fiscal year included:

- Alberta Downhill Ski Market analysis
- 1986 Alberta Tourism Forecast
- Monthly tourism monitoring
- Alberta Meetings Market Study:
  Stage 1, Survey Design

INDUSTRY RELATIONS AND TRAINING

Industry Relations and Training is divided into two sections:

- Industry Liaison and Awareness
- Service Industry Training

The Industry Liaison and Awareness Section provides the main link between the department and private industry. Working closely with tourism operators, this section mediates complaints received from the consumer and travel trade, and develops programs to increase community awareness of the economic and social contributions of tourism.

This section continued to administer the Travel Alberta Zone Assistance Program. This program provides financial assistance — for administrative and promotional activities — to the 14 tourist zone offices of the Tourism Industry Association of Alberta (TIAALTA). The section also administers the Senior Citizens Tourism Employment Grants Program which enables TIAALTA to employ senior citizens on a variety of tourism-related zone projects.

The Service Industry Training Section promoted and delivered workshops in customer relations, suggestive selling for waiters and waitresses, and travel information counsellor training. One hundred and twenty-four workshops were delivered to a total of 2,365 front-line hospitality industry employees throughout the province.

Special Projects

The Section was extensively involved in the Alberta Tourism Hospitality Education and Training Study (ATHETS). Section staff managed the project by working closely with the consultant contracted to undertake the study and members of the ministerial advisory committee, who represented the private sector. The study was completed in December, 1985.

CANADA/ALBERTA TOURISM AGREEMENT

On May 13, 1985, the Government of Canada and the Province of Alberta signed the Canada Alberta Subsidiary Agreement on Tourism Development, the first of its kind for Alberta. During the next five years, $56.3 million is being provided by the two levels of government to stimulate private sector investment in the development and marketing of tourism attractions and facilities in Alberta.

The primary objective of the agreement is to enhance Alberta's stature as a major year-round Canadian and international tourist destination. It is also expected that the agreement's funding assistance will: improve the quality and competitiveness of Alberta's tourism industry; raise levels of employment, income, and tourism expenditures in Alberta; and increase tourism's contribution to economic and social development.

In the first four months of operation, 12 applications were approved including a province-wide tourism awareness program, new out-of-province marketing campaigns, new tourist attractions, and expanded/upgraded accommodation facilities.

ADMINISTRATION DIVISION

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ADMINISTRATION DIVISION

During the 1985-86 fiscal year, the Administration Division continued to provide support services to the department through five branches:

- Financial Services
- Personnel Services
- Systems and Computing
- Library
- Communications

FINANCIAL SERVICES

Departmental budget preparation, expenditure monitoring and forecasting, and the processing of departmental invoices and expense claims are the major areas of responsibility for the Financial Services Branch. A highlight of the 1985-86 fiscal year for the branch was coordinating the conversion of the department from the Alberta Financial Information System (AFIS) to the new payment of accounts system known as Central Financial System/Departmental Financial System (CFS/DFS). Through this transition, the department became one of the forerunners in the government-wide staged conversion to CFS/DFS.

PERSONNEL

The Personnel Services Branch is responsible for staffing, classification, payroll, staff development, occupational health and safety, and other employee-related programs. On March 31, 1986, the department had 92 permanent positions.

SYSTEMS AND COMPUTING

During 1985-86, the Systems and Computing Branch developed plans to provide the department with automated systems. The branch produced a three-year plan and issued a "Request for Information" on the available technology. Responses to the request were evaluated to ensure requirements can be met. A plan for installing the first phase of the required equipment and software was developed and a "Request for Proposal" was to be issued early in the next fiscal year.

LIBRARY

The Library serves as an information resource base for the department. Major services include a multi-format collection, information services which use the collection and several on-line search systems, public service, and inter-library loans. Automation of the cataloguing function began late in the year and will continue into the new fiscal year. The project reflects the increased demand for access to the collection.

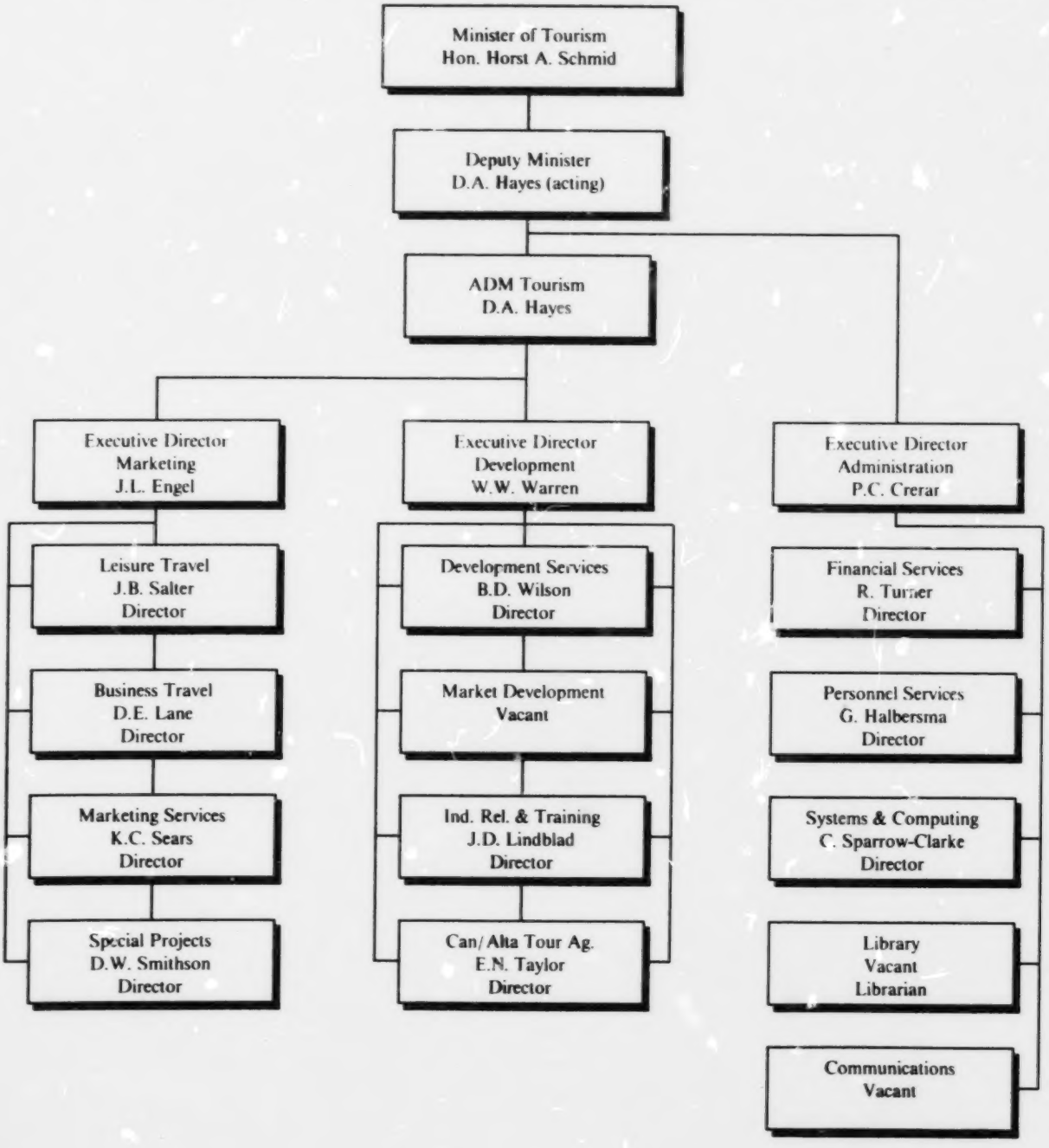
COMMUNICATIONS

The Communications Branch represents the Public Affairs Bureau in the department. Public relations services are provided to all areas of the department. Services include communications planning and consultation; media realtions; news, speech and feature-story writing; co-ordination of advertising campaigns; and the production of audio-visual materials, displays, newsletters and publications.

APPENDIX

APPENDIX

ORGANIZATIONAL CHART AS OF MARCH 31, 1986



TOURISM
STATEMENT OF EXPENDITURE
for the year ended March 31, 1986
(Unaudited)

	1985-86 Estimate	1985-86 Approved Transfers & Special Warrants	1985-86 Total Authorized Funds	EXPENDITURE 1985-86 Actual	EXPENDITURE 1984-85 Actual
Vote 1					
DEPARTMENTAL SUPPORT SERVICES					
Minister's Office	194,850			191,817	182,280
Deputy Minister's Office	215,460			202,198	204,370
Department Administration	169,235			181,300	218,510
Financial Services	250,910			250,830	265,600
Personnel & Staff Development	149,920			164,755	134,620
Library	58,390			61,385	96,750
Communications	110,695			69,612	105,840
Systems & Computing	112,910			116,555	98,520
	1,262,370	**28,806**	**1,291,176**	**1,238,452**	**1,306,490**
Vote 2					
DEVELOPMENT OF TOURISM					
Administrative Support	198,000			234,045	595,100
Development	3,058,985			2,562,312	1,728,250
Marketing	11,234,620			10,637,915	6,508,400
Joint Federal-Provincial	—			263,773	—
Projects	—			—	
	14,491,605	**1,644,758**	**16,136,363**	**13,698,545**	**8,831,750**
DEPARTMENT TOTAL	**15,753,975**	**1,673,564**	**17,427,539**	**14,936,997**	**10,138,240**